

## INDIVIDUALIZED ASSISTANCE AVAILABLE IN MEXICO:

With our representative in Mexico, IDED is able to provide Iowa exporters with customized assistance in this market, such as:

- Assistance in researching or resolving a specific issue
- Industry-Market Analysis (IMA): research and analyze the target market for a product or service to determine market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions, plus the requirements to conduct business.
- Sales Associate Search (SAS): identifying and pre-screening potential customers, agents, distributors or other sales associates based upon industry-market parameters and criteria provided.
- Customized Business Appointments (CBA): an itinerary of appointments, arrange for interpreters and drivers, customized orientation briefing, consult on relevant market or business issues, introductory meetings with local professional service providers for legal, financial, logistics or other business consulting services.
- Trade Show Support (TSS): pre-show promotions and/or post-show follow-up support.

Some services do involve a nominal fee.

For more information contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.

## IOWA TRADE MISSION TO NORTHERN MEXICO (MARCH 9 – 15, 2008)

Mexico offers enormous market opportunities and is the second largest destination for Iowa's exports. This mission will focus on secondary markets in Northern and Western Mexico. It is open to meat, livestock and manufacturing companies and will travel to Monterrey and Guadalajara. One-on-one pre-qualified appointments will be arranged in each location for participating companies whether they are seeking to develop or expand direct export sales, locate distributors or agents, conduct market research or have other goals. Monterrey is Mexico's third largest city and serves as an entry point for many US products and Mexico's third largest city. Guadalajara is Mexico's second largest city and a regional distribution center for western Mexico. For more information meat and livestock companies contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.242.4760 and manufacturing companies contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.

## BRAZIL TRADE MISSION (MARCH 29 – APRIL 5, 2008)

Brazil has the 12th largest economy in the world and is the 12th largest single country destination for Iowa's exports. It represents about half of the South American territory and economy. The country is rich in agricultural, mineral, and industrial resources which offer substantial market opportunities for US exporters in a diverse array of sectors. This supports Brazil's drive to industrialize further, court energy and transportation investment and cultivate export-led growth. Brazil has diversified industrial and agricultural sectors with many opportunities for both large and small US businesses and the US continues to be Brazil's single largest trading partner. Despite partial liberalization in recent years, the complexities of Brazil's business environment can still create substantial obstacles, making trade mission participation very practical. This trade mission will include stops in Sao Paulo and Porto Alegre. Contact Peggy Kerr for additional information at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), or 515.242.4745.

## GLOBAL IOWA CONFERENCE (MAY 13, 2008)

In recognition of World Trade Month, mark your calendars for the Global Iowa Conference which will be held at the Sheraton Hotel, 50th and University, West Des Moines, Iowa, on Tuesday, May 13, 2008. Additional details and registration information will be forthcoming. If you are interested completing a nomination on behalf of an Iowa company for their outstanding export strategies and achievements, please contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4918.

## SEOUL FOOD & HOTEL SHOW (MAY 14 – 17, 2008)

Korea is a fast growing market for imported foods. In 2007, the Seoul Food & Hotel Show drew a record number of attendees and opened sales opportunities for Iowa exhibitors. The Korea – USA FTA will give Iowa suppliers an advantage in growing market share. The Seoul Food & Hotel Show will have two distinct sections. The first will be for domestic exhibitors and open to both business and consumers. The second will be for international companies and will be open to a trade only audience. This section is best suited for new-to-country companies looking for a distributor. Iowa food and meat companies can join the Iowa Department of Economic Development (IDED) at this important regional show. For more information contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.242.4760.



# INFORMATION RESOURCES

Looking for informational resources on International trade? There are a number of useful and FREE publications you can access and/or subscribe to on a variety of topics relevant to International trade. The following list are a few of IDED's International Office staff favorites:

## **Area Development On-Line**

Register to receive the Site and Facility Planning Online Email Newsletter.

[www.areadevelopment.com/](http://www.areadevelopment.com/)

## **Bureau of Industry and Security**

Register to receive regulatory updates.

<https://www.bis.doc.gov/forms/emailnotification.htm>

## **Register to receive seminar notification**

<https://www.bis.doc.gov/forms/notificationform.htm>

## **Export-Import Bank E-Lists and publications**

Suscribe to E-Lists and periodical publications of the Export-Import Bank of the United States.

[www.exim.gov/lists/subscribe.cfm](http://www.exim.gov/lists/subscribe.cfm)

## **The Federation of International Trade Associations**

Register for FITA's Really Useful Sites for Trade Professionals Newsletter. Each issue features links to websites aimed at professionals in import-export and international trade as well as general interest websites for entertainment and daily life.

[www.fita.org/](http://www.fita.org/)

## **Gatti & Associates, Attorneys at Law**

Register for Gatti & Associates bi-monthly e-mails of new articles, important developments and up-to-date practical information for the international trade industry.

[www.gattiassociates.com/CM/ClientResources/ClientResources1496.asp](http://www.gattiassociates.com/CM/ClientResources/ClientResources1496.asp)

## **ASI Group – HOT SPOTS**

HOT SPOTS is a free daily intelligence briefing of relevant world events in one concise report.

[www.asigroup.com/intel-HS.asp](http://www.asigroup.com/intel-HS.asp)

## **International Trade Laws News**

Visit this site often, or enter your email address to receive notice of new articles as they are posted.

[www.tradelawnews.com/](http://www.tradelawnews.com/)

## **National Institute of Standards and Technology (NIST) offers**

US entities (citizens, industries, organizations) an opportunity to review and comment on proposed foreign technical regulations that can affect their businesses and their access to international markets.

[www.nist.gov/notifyus](http://www.nist.gov/notifyus)

## **Office of Foreign Assets Control (OFAC) What's New File**

Join this list serve and you will automatically be delivered the OFAC What's New File to you via E-mail.

[www.treas.gov/offices/eotffc/ofac/subscriberecent.html](http://www.treas.gov/offices/eotffc/ofac/subscriberecent.html)

## **Overseas Private Investment Corporation (OPIC) News**

Subscribe to OPIC's mailing list as well as subscribe to OPIC's electronic news subscription, OPIC News.

<https://www2.opic.gov/cms/>

## **Shipping Solutions Newsletter**

Get help staying on top of changing export regulations by subscribing to the FREE Shipping Solutions Newsletter.

[www.shipsolutions.com/newsletter.asp](http://www.shipsolutions.com/newsletter.asp)

**US Census Bureau Foreign Trade Data (FTD)** Receive a listing of all the public mailing lists on [lists.census.gov](http://lists.census.gov).

<http://lists.census.gov/mailman/listinfo/ftd-web-news>

## **US Commercial Service Market Research Library e-Alert**

**Subscription:** Register here for weekly notices of new research in the industries, countries and events you specify!

[www.buyusainfo.net/adsearch.cfm?search\\_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no)

## **INTERESTED IN THE ARGENTINE, CHILEAN OR SOUTH AFRICAN MARKETS?**

While IDED does not currently have trade promotion events planned in these countries, our professional business development service providers are able to offer your company individual assistance in the markets. Chile remains the strongest economy in South America. Iowa exports have nearly doubled since the implementation of the US-Chile Free Trade Agreement in 2004. Argentina has the third largest GDP in Latin America, after Mexico and Brazil, with an average annual growth rate of 8.5% since the economic crisis. Iowa exports have returned to pre-crisis levels. South Africa is a gateway to the Southern Africa Development Community (SADC) and the

Indian Rim. The economy is strong and demand will grow over the next decade. US products are very well received in these countries and are now more price competitive given the current exchange rates.

### **Individual assistance include:**

Market research studies

Distributor searches

In-country appointment packages

These are all fee based services. Please contact Peggy Kerr for more information at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.

## EXPORT TRADE ASSISTANCE PROGRAM (ETAP) CAN ADD UP TO \$12,000 TO YOUR MARKETING BUDGET FOR TRADE SHOWS AND TRADE MISSIONS FOR NEW MARKETS!

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets.

Through ETAP, the Iowa Department of Economic Development (IDED) will reimburse a qualified company, up to 75 percent of their eligible expenses (Funding caps under this program are up to \$3,000 for a trade mission and up to \$4,000 per trade show, per pre-approved event). Qualified applicants can use ETAP assistance up to three times during the state fiscal year (July 1- June 30).

Funding is still available, but is granted on a first-come, first-serve basis. If you will be participating in a trade show or trade mission in the upcoming months, please contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4883.

## HOSTING AN INTERNATIONAL GROUP?

Did you know your local Convention and Visitor's Bureau may be of assistance in planning and organizing logistics for your group? Not only with assistance with lodging accommodations or a list of area restaurants, but with special or specific needs for an international business traveler as well! Visit [www.traveliowa.com](http://www.traveliowa.com) and choose Meetings and Conventions for a list of Iowa Convention and Visitor's Bureaus.

### 2008 US FOOD EXPORT SHOWCASE (APRIL 27 – 29, 2008)

The Food Export Alliance Pavilion will premier at the 2008 US Food Export Showcase, being held in Chicago, Illinois, on April 27-29, 2008. Now part of the Global Food and Style Expo, the U.S. Food Export Showcase is held alongside the Spring Fancy Food Show and All Things Organic creating one of North America's largest food-focused events.

**Get Bang for your Buck!** The Food Export Alliance Pavilion offers an upgraded booth with extra services for a lower price with an opportunity to offset costs through the Branded Program (if applicable). The all-inclusive package includes:

- Ability to participate in the Foreign Buyer's Mission with pre-screened, qualified importers to obtain sales leads and valuable feedback from importers/buyers about the potential for exhibitors' products in their country
- Meetings with Food Export Alliance international marketing representatives from over 20 markets around the world
- Network with Food Export Alliance and State Agricultural Promotion Agencies staff
- Take advantage of a comprehensive/cost effective booth package in the U.S. Food Export Showcase section of the Global Food & Style Expo – our turnkey booth package exclusive to the Food Export Alliance Pavilion that will greatly simplify the exhibiting process

In addition to 15,000 domestic trade visitors, over 2,200 international food buyers from around the world, including importers, retailers, and foodservice buyers, will come to Chicago seeking high-quality U.S. food products. Contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4883.

## STAFF UPDATE

You might notice that Dick Vegors is missing from the International Team's picture (page 4); he is still here, but has taken on a new job within the IDIED. Dick is the administrator for the E-85 program which now takes up the majority of his time. He is still in our working group so that he can impart his wisdom in the grains industry and works closely with us to make sure his vast knowledge of the industry is not lost. Dick can still be reached at 515-242-4796, but he may answer his phone a little differently now. We appreciate all that Dick has done through the years to build up the grains program and we look forward to his wisdom and guidance as we continue to offer international marketing grains programming.

## OPPORTUNITIES FOR IOWA COMPANIES IN MEXICO'S NATIONAL INFRASTRUCTURE PLAN

*Submitted by José Jiménez,  
Iowa Mexico Office*

On November 29, the US Commercial Service in Mexico City presented a webinar (web-based seminar) on Mexico's recently announced National Infrastructure Plan, 2007 – 2012. The plan is an ambitious program to expand and upgrade the country's infrastructure in areas such as roads, ports, electricity, oil and gas, water, railway and airports, among others. The plan calls for US investment of \$250 billion dollars over the next five years in over 300 proposed projects.

A substantial portion of this investment is projected to come from the private sector, working in partnership with government agencies. In many cases, contractors investing in the development will recoup their outlays through concessions to operate infrastructure such as highways. The breadth of projects involved in the plan offer a wide range of opportunities for US companies, in areas such as direct service contracting as well as supplying machinery, equipment and materials.

An independent engineering firm is working with the US Commercial Service to evaluate the infrastructure plan and select a short list of some 30 – 60 projects as the most feasible and attractive to US companies. The results of this research will be presented at the US-Mexico Infrastructure Conference to be held February 26 – 28, 2008, at the Hotel Marquis in Mexico City. The conference will feature presentations on various areas and projects in the plan as well as attendance by key government officials and major local contractors and integrators. Opportunities for one-on-one meetings with Mexican government officials and local contractors will also be available.

For more information on opportunities in Mexican infrastructure development or the US-Mexico Infrastructure Conference, and how the Iowa Mexico Office can be of assistance, please contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.



The International Trade Team would like to take this opportunity to thank you for your continued support of our trade programming. Through your efforts Iowa's exports have increased substantially each year, creating more jobs for Iowans and wealth within your communities. In 2006, Iowa companies exported to more than 180 countries and exports of manufactured and value added goods exceeded \$8.4 billion dollars. And in the first three quarters of 2007, Iowa's exports are up more than 11 percent over the same period last year. We are always working to find new ways to deliver our services to you to make them relevant in the global marketplace and welcome your suggestions and comments for programming in the coming year. We wish you Happy Holidays and a healthy and prosperous New Year.

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# IOWA

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Left to right: Micah Kiel, Lisa Mason, Kathy Hill, Peggy Kerr and Mark Fischer.